New Hampshire Avenue Corridor

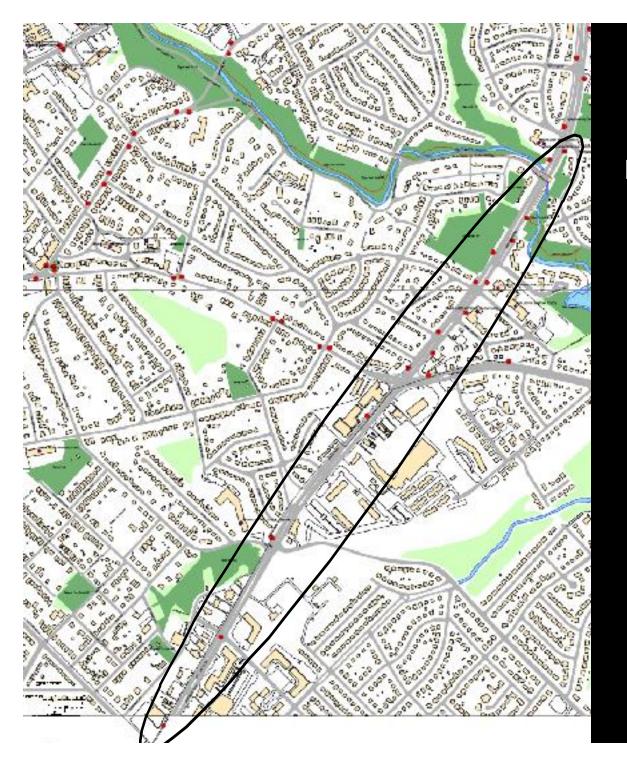
(Formerly the Ethan Allen and Maryland Gateways)

Design Charrette

August 14-20th, 2007



TND Planning Group



Master plan goals

- -commercial revitalization
- neighborhoodpreservation (seamvs. dividing line)
- walkability(ped/bike/transit) –vibrant, but not compete with Old Town

Guiding Principles for Place-making and Walkability

- Buildings fronting street
- Narrow streets
- Street trees
- Sidewalks
- On-street parking
- Mixed land uses
- -Slower speeds



The charrette process







Existing conditions

















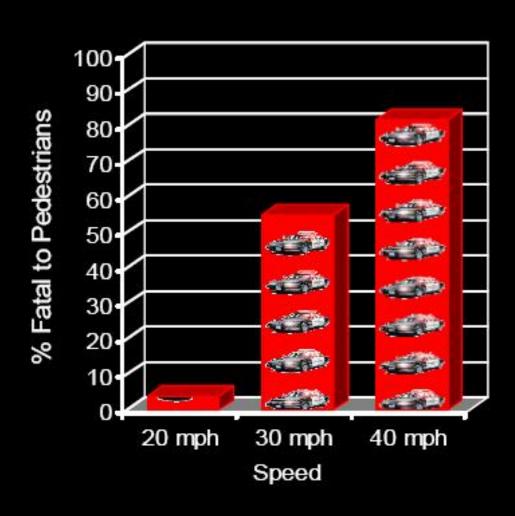
Pedestrian conditions

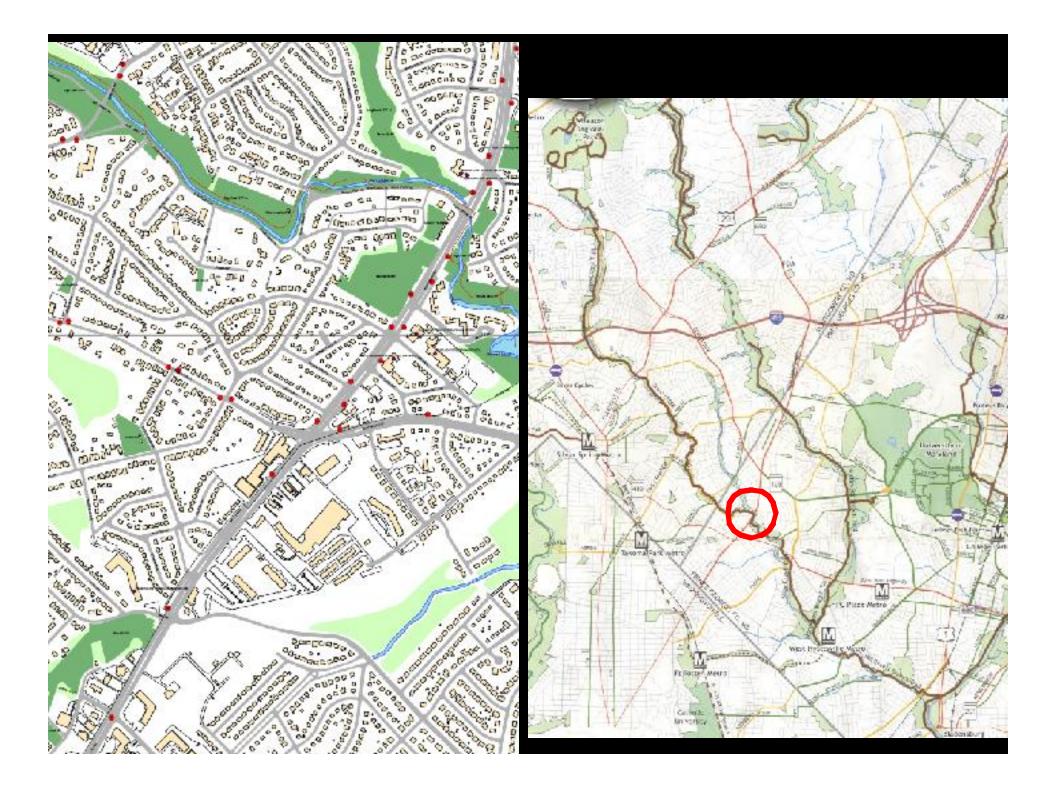




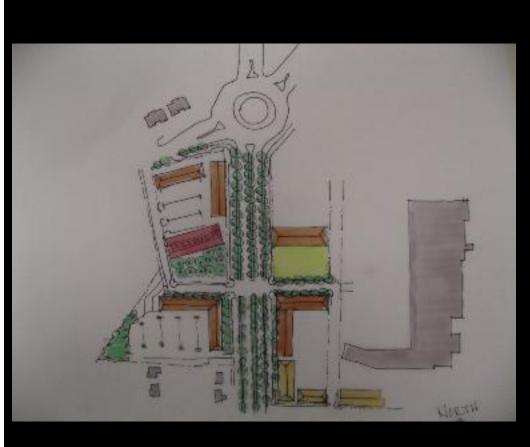


Pedestrian Fatalities & Speed

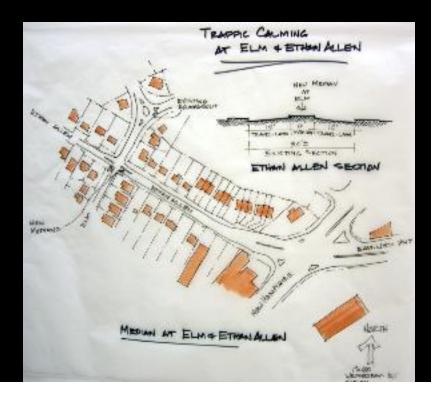




Concept Development





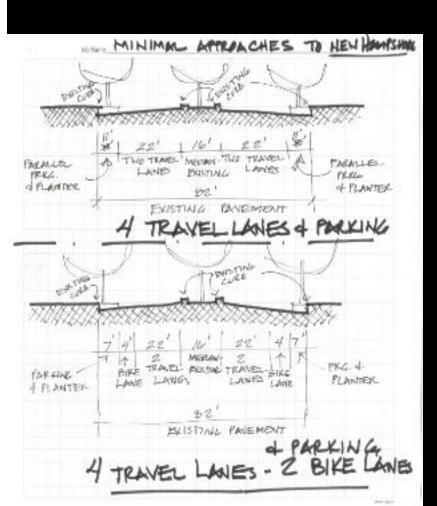


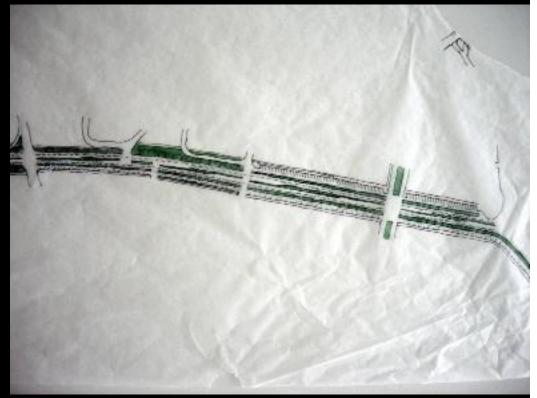


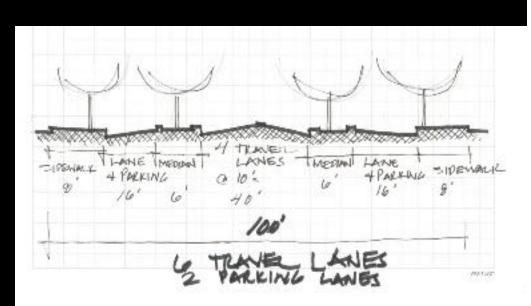












Local models:

Hyattsville Arts District

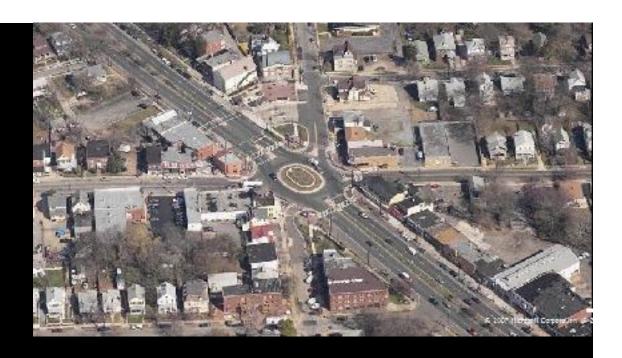






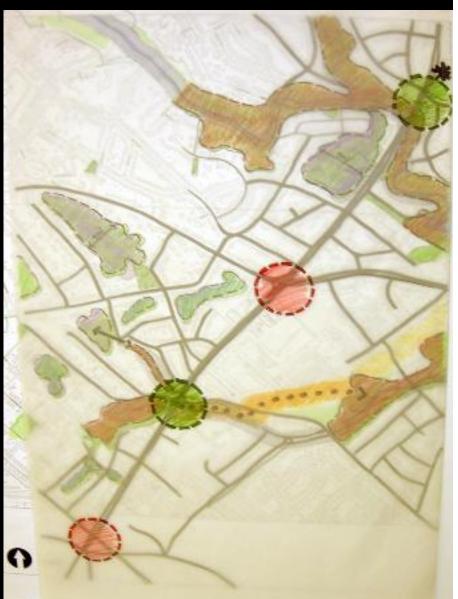
Local models:

Mt. Rainier

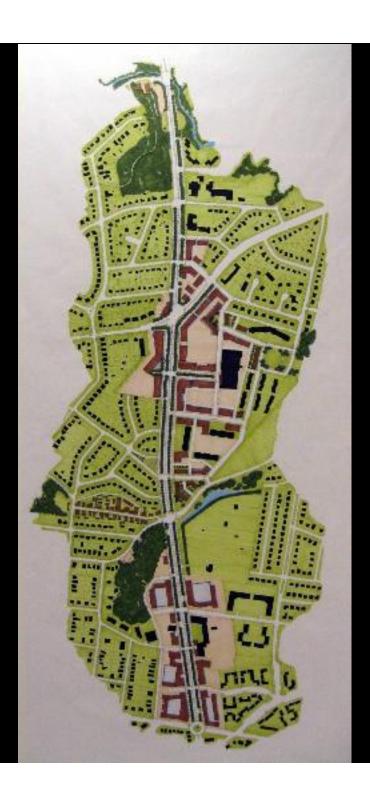








Master Plan Recommendations



Illustrative Plan

Illustrative Plan



New Hampshire Avenue Multi-way Boulevard

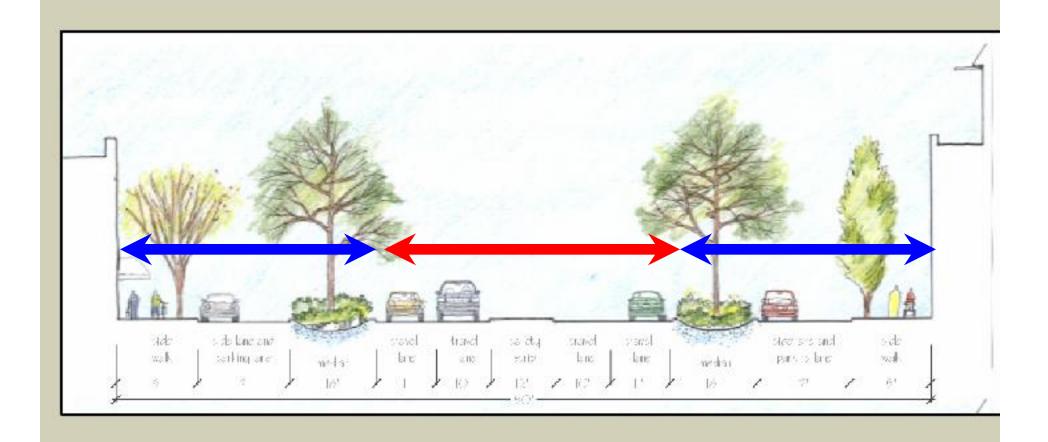
Boulevard Book

HISTORY, EVOLUTION, DESIGN OF MULTIWAY BOULEVARDS

ALLAN B. JACOBS, ELIZABETH MACDONALD, AND YODAN ROFÉ







Traffic calming



New streets



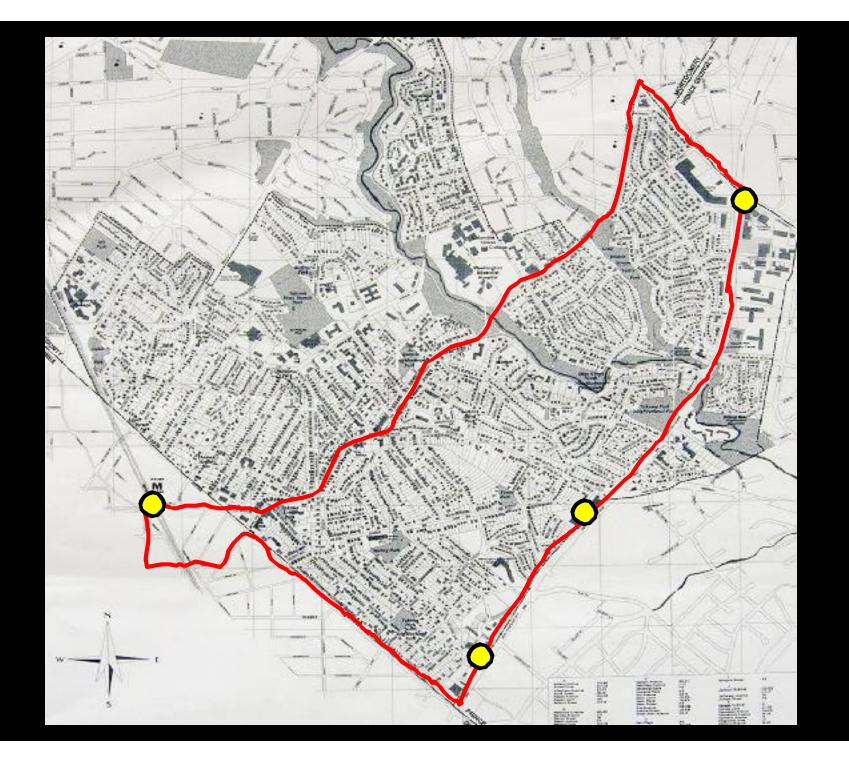


Improved intersection



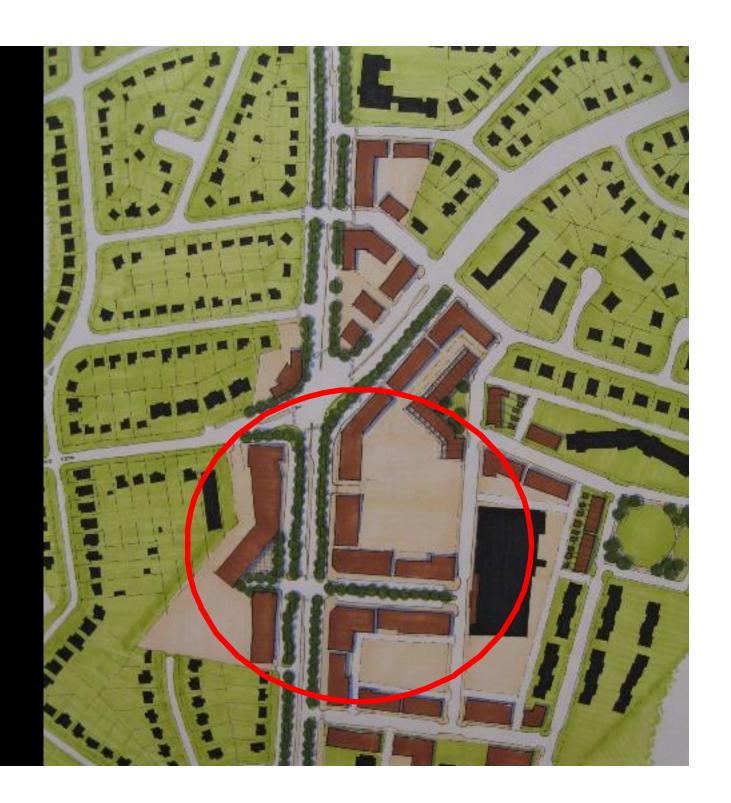






Re-development

Ethan Allen Gateway











Maryland Gateway











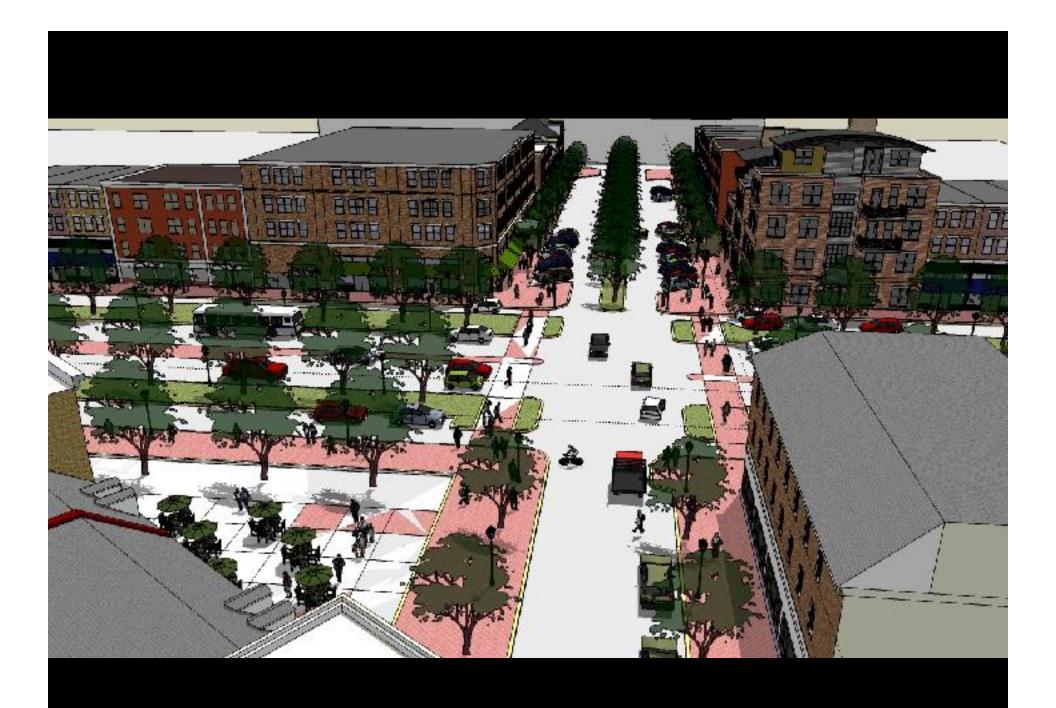


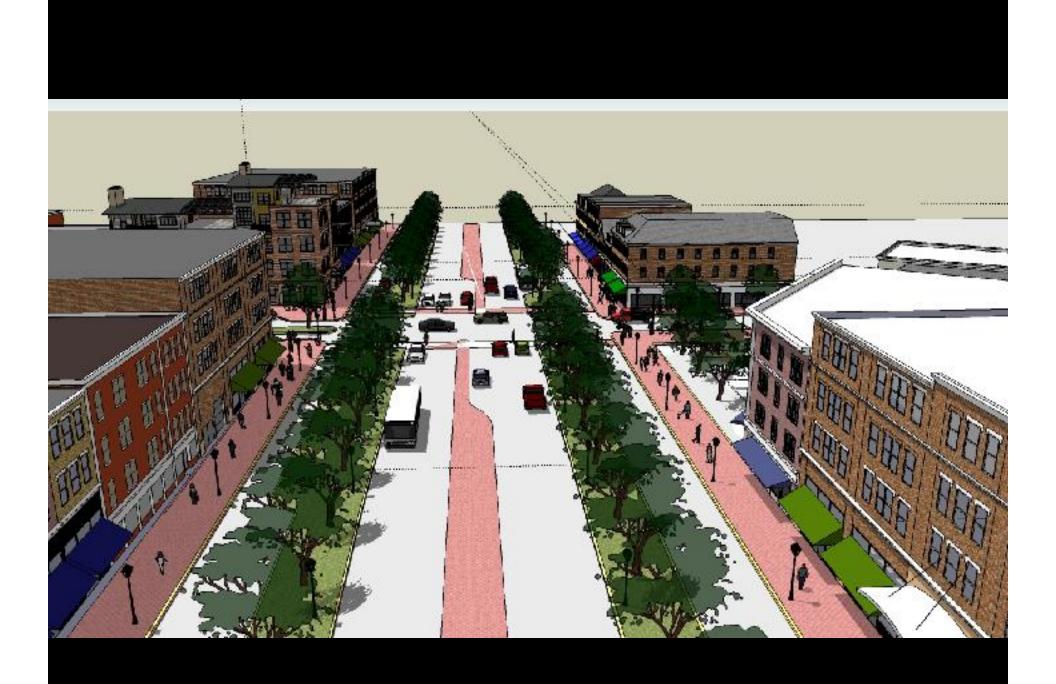




Open Spaces and Neighborhood Connections

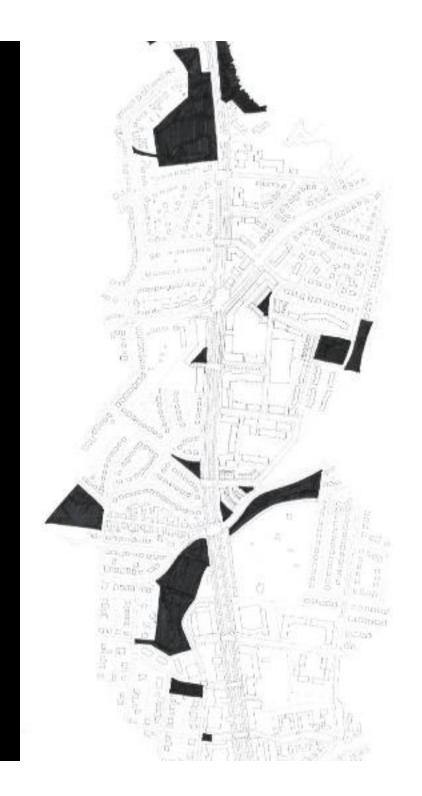








Open Space Network









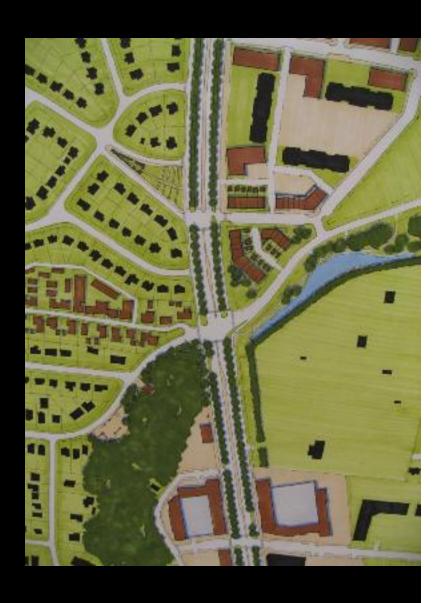
Ray Road





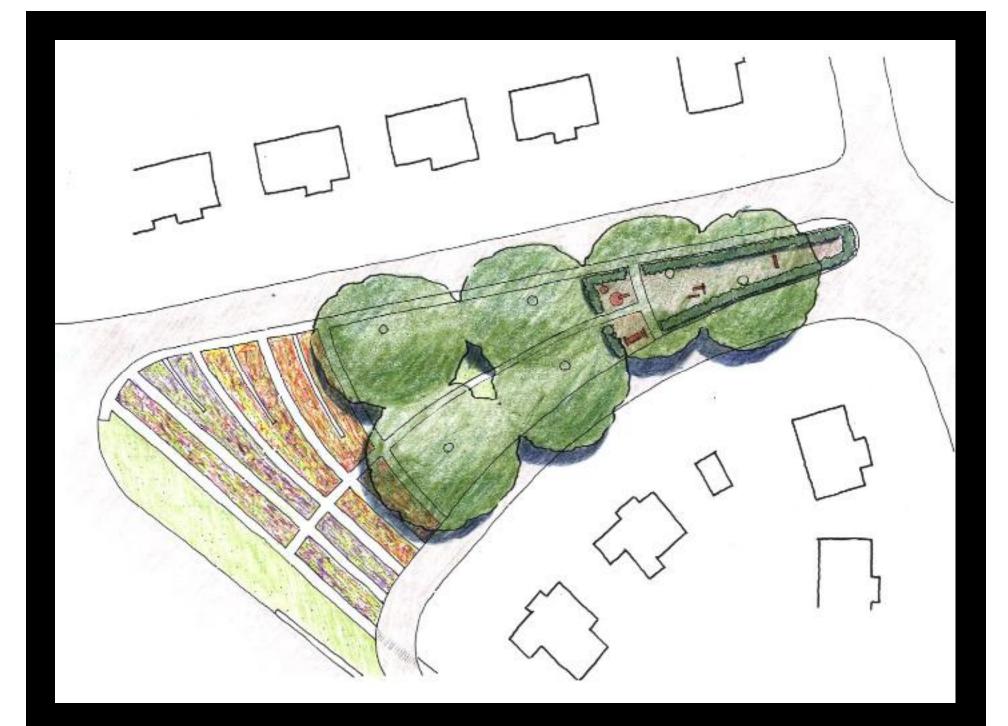
Sligo Mill Park

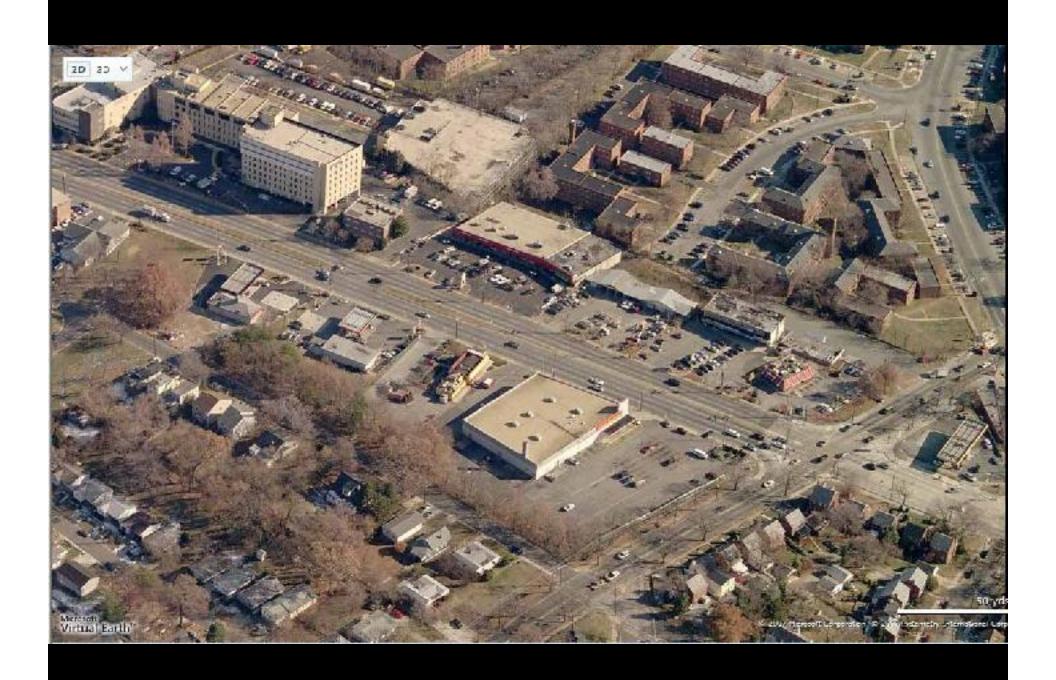


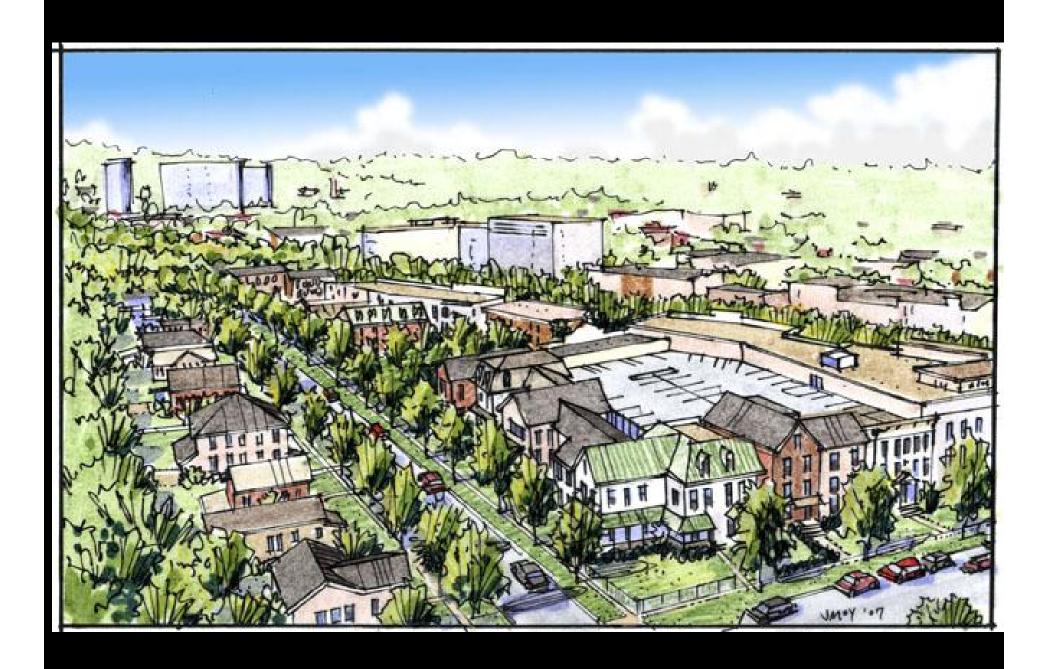












Key Marketing & Development Concepts

- Ethan Allen Gateway
 - "Meeting Place" Diverse Retail / Mixed Use Node
 - Leverage both sides of NH Ave to:
 - Create larger redevelopment opportunity
 - Capture destination market potential for existing and new retailers. Without destination market and/or high-density housing, it would be more difficult to sustain the small/local retailers
 - Generate mixed-use developers' interest
 - Access more mixed-income housing grant \$\$
 - Create a more walkable environment centered around <u>civic space</u> for shopping and bringing the community together, rather than focusing on the intersection.

- Takoma (Maryland) Gateway
 - Gateway establishes <u>Takoma image</u>
 - NH Avenue is Takoma's only major through route, carries 40,000 cars including commuters
 - NH/Eastern is opportunity to maximize Takoma's exposure and share of commuter market (regardless of mode).
 - Mixed-use commercial district
 - Residential and convenience retail
 - » Retail oriented to capture more DC trade
 - Office node at NH Business Center
 - » Pedestrian environment to bring workers across NH, patronize Takoma businesses.
 - » Restaurant, convenience food, pharmacy, florist, and other uses oriented to lunch trade
 - » Office uses encouraged as part of mixed-use

Process for Redevelopment

- Prioritize key concept nodes,
 - e.g. Ethan Allen Gateway
- Coordinate with Prince George's County Planning
- Coordinate with road design improvements
- Bring property owners together & attain buy in to concepts
 - with understanding of economic / financial benefit of combined effort
- Facilitate/recruit master developers
 - Strong on urban retail, housing/mixed use
 - Master planning & pre-feasibility effort
 - Identify key constraints to leasing for small, local, or specialty tenants that Takoma wants to retain
 - Incentives must be targeted to specific needs/requirements for inclusion.
 - Mixed-income and affordable housing
 - Small, local, specialty retail

Sample Business/Development Incentives

- Direct business lease incentives
 - Rent cross-subsidy (landlord)
 - Graduated lease (landlord)
 - Direct rent abatement (municipal)
- Special district (coupled w/Enterprise Zone)
 - Destination Marketing Entity
 - Reduced parking requirement
 - Density bonus
 - Property tax abatements / district
 - Pass through to tenant (municipal)
 - Reduced Business license / fees
 - Buy local programs
 - Municipal contracting preferences, etc.

- Priorities & Phasing (concurrent with NH Ave ongoing)
 - Short-Term
 - Facilitation with key property owners
 - Major redevelopment/equity coordination
 - » All Star Carpet/Gussini strip center
 - » Takoma Center (SFW)
 - » U-Haul Hitch World
 - 6900, 6530, 6600, & 6480 New Hampshire
 - NH Business Center ("Bank of America)
 - Basic pedestrian & traffic access improvements
 - NH/Ethan Allen ped safety/lights
 - Takoma Center-Gussini crossing/lights
 - NH Business Center-Edge Bldg crossing
 - Simple Streetscaping improvements
 - Buffering of PEPCO sub-station
 - Mini-park triangle
 - Management / regulatory
 - 6900 NH (E Chinese Carry Out bldg

- Mid-Term
 - Ethan Allen Gateway redevelopment
 - Developer recruitment
 - Redevelopment planning & oversight
 - Ped access & civic plaza
 - Development & tenant incentives
 - Phase 1- NH streetfront buildings, SFW, plaza
 - Providence office/retail redevelopment
 - 6460, 6494 NH & 12311 Middlebrook
 - » Local (Takoma) developer opportunity
 - » Redevelopment planning & oversight
 - 6530 Office Building Interim Use (e.g., incubator, offices)
 - Takoma Gateway building (mid/long term)
 - 6300 NH (Advance Auto) & 6350 NH
 - » Developer recruitment
 - » Redevelopment planning & oversight
 - Design improvements
 - Orchard Street Extension & ped crossing
 - Poplar Avenue creek side greenway/trail

- Longer-Term
 - Office Bldg Redevelopment (6530 NH)
 - Redevelopment planning & oversight
 - Ethan Allen Phase 2- remaining commercial bldgs
 - Ethan Allen 3- NE/NW Corners Redevelopment
 - Facilitation with property owners
 - Redevelopment planning & oversight
 - Takoma Gateway Roundabout
 - Sligo Creek ped access, deck, pub
 - Lobbying, funding, planning in coordination with Parks & Planning
 - Facilitation with private property owner (pub)



Next steps

- Master plan document approval
- Lobbying, funding, coordination, public rallying around the plan

Let's get started!!

